

In the claims:

Currently pending in this application are claims 31, 32, 34-38 and 40-83, of which claims 31, 37, 44, 47, 49, 60, 71 and 78 are independent. Please amend the claims as follows:

Claims 1-30 (Previously cancelled)

31. (Currently amended) A pixel for use in a visual matrix display, the pixel comprising:

a substantially planar opaque rigid element;

a layer of cube prism retroreflective elements having an aperture, said layer being disposed adjacent on a front side of the opaque rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer;

wherein each face of each cube prism has an angle relative to an axis normal to the ~~plane of the first retroreflective surface~~ planar opaque rigid element, the angles for each cube prism averaging about 35 degrees;

a light source received in the aperture;

a selectively pivotable flap having a retroreflector including a retroreflective surface, wherein the selectively pivotable flap is opaque at the retroreflective surface, the selectively pivotable flap having an axis of pivot located generally parallel to the planar opaque rigid element; and

wherein the selectively pivotable flap is adapted to travel between a first position where the selectively pivotable flap covers the light source and a second position where the light source and retroreflective surface are exposed.

32. (Previously Added) The pixel of claim 31 wherein the angles for each cube prism are approximately 35 degrees.

33. (Previously Cancelled)

34. (Currently Amended) The pixel of claim 31 wherein the light source includes a light discharge end disposed forward of the ~~first retroreflective surface~~ layer of cube prism retroreflective elements.

35. (Previously Added) The pixel of claim 34 wherein the light source is a light emitting diode.

36. (Previously Added) The pixel of claim 31, and further including means for moving the selectively pivotable flap between the first position and the second position.

37. (Currently Amended) A pixel for use in a visual matrix display, the pixel comprising:

a substantially planar opaque rigid element;

a layer of cube prism retroreflective elements having an aperture, said layer being disposed ~~adjacent on a front side of the opaque rigid element~~ such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer;

wherein each face of each cube prism has an angle relative to an axis normal to the plane ~~of the first retroreflective surface~~ planar opaque rigid element, the angles for each cube prism averaging about 35 degrees;

a light source visible in the aperture;

a selectively pivotable flap having a retroreflector including a retroreflective surface, the selectively pivotable flap having an axis of pivot located generally parallel to the planar opaque rigid element; and

wherein the selectively pivotable flap is adapted to travel between a first position where the selectively pivotable flap substantially covers the layer of retroreflective elements and a second position where the layer of retroreflective elements and retroreflective surface are exposed.

38. (Currently Amended) The pixel of claim 37 wherein the selectively pivotable flap in the first position completely covers the ~~first retroreflective surface~~ layer of cube prism retroreflective elements.

39. (Previously Cancelled)

40. (Currently Amended) The pixel of claim 37 wherein the light source includes a light discharge end extending through the aperture and disposed forward of plane of the ~~first retroreflective surface~~ layer of cube prism retroreflective elements.
41. (Previously Added) The pixel of claim 40 wherein the light source is a light emitting diode.
42. (Previously Added) The pixel of claim 37, and further including means for selectively pivoting the flap between the first position and the second position.
43. (Previously Added) The pixel of claim 37 wherein the selectively positionable flap includes a hole such that the hole is substantially coaxially aligned with the light source when the selectively pivotable flap is disposed in the first position.
44. (Currently Amended) A visual matrix display, comprising:
- a panel adapted to receive a plurality of pixels, wherein the pixels include:
 - a substantially planar opaque rigid element;
 - a layer of cube prism retroreflective elements having an aperture, said layer being disposed adjacent on a front side of the opaque rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer;
 - ~~wherein each face of each cube prism has an angle relative to an axis normal to plane of the first retroreflective surface, the angles for each cube prism averaging about 35 degrees;~~
 - a light source received in the aperture;
 - a selectively pivotable flap having a retroreflector including a retroreflective surface, wherein the selectively pivotable flap is opaque at the retroreflective surface; the selectively pivotable flap having an axis of pivot located generally parallel to the plane of the planar opaque rigid element; and
 - wherein the selectively pivotable flap is adapted to travel between a first position where the selectively pivotable flap covers the light source and a second position where the light source and retroreflective surface are exposed.

45. (Currently Amended) The visual matrix display of claim 44, wherein the ~~first retroreflector~~ opaque rigid element is attached directly to the panel.

46. (Currently Amended) The visual matrix display of claim 44 wherein the ~~first retroreflector~~ rigid element is disposed within a frame, and the panel matingly receives the frame.

47. (Currently Amended) A visual matrix display, comprising:

- a panel adapted to receive a plurality of pixels, wherein the pixels include:

- a substantially planar opaque rigid element;

- a layer of cube prism retroreflective elements having an aperture, said layer being disposed adjacent on a front side of the opaque rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer,

- wherein each face of each cube prism has an angle relative to an axis normal to the ~~plane of the first retroreflective surface~~ planar opaque rigid element, the angles for each cube prism averaging about 35 degrees;

- a light source visible in the aperture;

- a selectively pivotable flap having a retroreflector including a retroreflective surface, the selectively pivotable flap having an axis of pivot located generally parallel to the plane of the retroreflective surface; and

- wherein the selectively pivotable flap is adapted to travel between a first position where the selectively pivotable flap substantially covers the planar opaque rigid element and a second position where the planar opaque rigid element and retroreflective surface are exposed.

48. (Previously Added) The visual matrix display of claim 47, and further including means to selectively energize the light source.

49. (Currently Amended) A pixel for use in a visual matrix display, the pixel comprising:

- a substantially opaque rigid element having a substantially planar surface and a first aperture;

a layer of cube prism elements having a second aperture, the layer being disposed on ~~the~~ a front surface of the rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer and such that the first aperture is aligned with the second aperture, wherein each face of a plurality of said cube prisms has an angle relative to an axis normal to the rigid element, said angles averaging about 35 degrees; and a light source positioned proximate the rigid element, said light source having an axis of projection substantially parallel to said normal axis.

50. (Previously Added) The pixel of claim 49 wherein opposing faces of adjacent cube prisms are oriented at about 90 degrees relative to one another, as measured in a plane parallel to another one of the faces.

51. (Previously Added) The pixel of claim 49 wherein the rigid element and layer have a plurality of aligned apertures.

52. (Previously Added) The pixel of claim 49, 50, or 51 wherein the light source protrudes through the rigid element and layer of cube prisms such that a light discharge end of the light source is disposed forward of the layer of cube prisms.

53. (Previously Added) The pixel of claim 49 wherein the light source is a light emitting diode.

54. (Previously Added) The pixel of claim 49, and further including means for pivoting the rigid element between a first position and a second position.

55. (Previously Added) The pixel of claim 49, and further comprising a pivotable flap having a layer of cube prism elements disposed on the flap, wherein each face of a plurality of said cube prisms has an angle relative to an axis normal to the flap, said angles averaging about 35 degrees.

56. (Previously Added) The pixel of claim 55 wherein the flap is opaque.

57. (Previously Added) The pixel of claim 55 or 56 wherein opposing faces of adjacent of retroreflective cube prisms are oriented at about 90 degrees relative to one another, as measured in a plane parallel to another one of the faces.

58. (Previously Added) The pixel of claim 49 wherein the rigid element remains substantially stationary.

59. (Previously Added) The pixel of claim 49, and further including means to selectively energize the light source.

60. (Currently Amended) A visual matrix display comprising:

a substantially opaque rigid element having a substantially planar surface and a first aperture;

a layer of cube prism elements having a second aperture, the layer being disposed on the ~~a front~~ surface of the rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer and the first aperture is aligned with the second aperture, wherein each face of a plurality of said cube prisms has an angle relative to an axis normal to the rigid element, said angles averaging about 35 degrees; and

a light source positioned proximate the rigid element, said light source having an axis of projection substantially parallel to said normal axis.

61. (Previously Added) The visual matrix display of claim 60 wherein opposing faces of adjacent of retroreflective cube prisms are oriented at about 90 degrees relative to one another, as measured in a plane parallel to another one of the faces.

62. (Previously Added) The visual matrix display of claim 60 wherein the rigid element and layer have a plurality of aligned apertures.

63. (Previously Added) The visual matrix display of claim 60, 61, or 62 wherein the light source protrudes through the rigid element and layer of cube prisms such that a light discharge end of

the light source is disposed forward of the layer of cube prisms.

64. (Previously Added) The visual matrix display of claim 60 wherein the light source is a light emitting diode.

65. (Previously Added) The visual matrix display of claim 60, and further including means for pivoting the rigid element between a first position and a second position.

66. (Previously Added) The visual matrix display of claim 60, and further comprising a pivotable flap having a first side and a second side, and a layer of cube prism retroreflective elements disposed on one side of the flap, wherein each face of a plurality of said retroreflective cube prisms has an angle relative to an axis normal to the flap, said angles averaging about 35 degrees.

67. (Previously Added) The visual matrix display of claim 66 wherein the flap is opaque.

68. (Previously Added) The visual matrix display of claim 66 or 67, wherein opposing faces of adjacent of retroreflective cube prisms are oriented at about 90 degrees relative to one another, as measured in a plane parallel to another one of the faces.

69. (Previously Added) The visual matrix display of claim 60 wherein the rigid element remains substantially stationary.

70. (Previously Added) The visual matrix display of claim 60, and further including means to selectively energize the light source.

71. (Currently Amended) A pixel for use in a visual matrix display, the pixel comprising:
a substantially planar opaque rigid element having an aperture;
a layer of cube prism retroreflective elements having an aperture, the layer being disposed on a front side of the rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer and such that the

aperture in the layer is aligned with the aperture in the rigid element, wherein each face of a plurality of said retroreflective cube prisms has an angle relative to an axis normal to the rigid element, said angles averaging about 35 degrees;

a light source received in the aperture; and

a substantially planar selectively pivotable flap having a layer of cube prism elements disposed thereon, the selectively pivotable flap having an axis of pivot located generally parallel to the ~~plane of the first retroreflective surface~~ flap, and wherein each face of a plurality of said retroreflective surface, and wherein each face of a plurality of said retroreflective cube prisms has an angle relative to an axis normal to the flap, said angles averaging about 35 degrees;

wherein the selectively pivotable flap is adapted to travel between a first position where the selectively pivotable flap covers the layer of cube prism elements on said rigid element and a second position where the light source and second retroreflective surface are exposed.

72. (Previously Added) The pixel of claim 71, wherein opposing faces of adjacent of retroreflective cube prisms are oriented at about 90 degrees relative to one another.

73. (Previously Added) The pixel of claim 71, wherein the rigid element and the layer of cube prisms elements disposed thereon have a plurality of aligned apertures.

74. (Previously Added) The pixel of claim 71, 72, or 73, wherein the flap has an aperture therein which aligns with the light source when in the first operative position.

75. (Previously Added) The pixel of claim 74, wherein opposing faces of adjacent of retroreflective cube prisms on said flap are oriented at about 90 degrees relative to one another, as measured in a plane parallel to another one of the faces.

76. (Previously Added) The pixel of claim 71, wherein the rigid element remains substantially stationary.

77. (Previously Added) The pixel of claim 71, wherein the light source includes a light discharge end and discharge end disposed forward of the layer of cube prism retroreflective elements

disposed on the rigid element.

78. (Currently Amended) A visual matrix display comprising a panel adapted to receive a plurality of pixels, wherein the pixels comprise:

- a substantially planar opaque rigid element having an aperture;

- a layer of cube prism retroreflective elements having an aperture, the layer being disposed on a front side of the rigid element such that light originating from a rear side of the opaque rigid element is substantially prevented from passing through said layer and such that the aperture in the layer is aligned with the aperture in the rigid element, wherein each face of a plurality of said retroreflective cube prisms has an angle relative to an axis normal to the rigid element, said angles averaging about 35 degrees;

- a light source received in the aperture; and

- a substantially planar selectively pivotable flap having a layer of cube prism elements disposed thereon, the selectively pivotable flap having an axis of pivot located generally parallel to ~~plane of the first retroreflective surface~~ flap, and wherein each face of a plurality of said retroreflective cube prisms has an angle relative to an axis normal to the flap, ~~said angles averaging about 35 degrees;~~

wherein the selectively pivotable flap is adapted to travel between a first position where the selectively pivotable flap covers the layer of cube prism elements on said rigid element and a second position where the light source and second retroreflective surface are exposed.

79. (Previously Added) The visual matrix display of claim 78, wherein the rigid element is attached directly to the panel.

80. (Previously Added) The visual matrix display of claim 78, wherein the rigid element is disposed within a frame, and the panel matingly receives the frame.

81. (Currently Amended) The ~~pixel~~ visual matrix display of claim 78, wherein the rigid element and the cube ~~prisms~~-prism elements disposed thereon have a plurality of aligned apertures.

82. (Previously Added) The visual matrix display of claim 80, wherein the flap has an aperture therein which aligns with the light source when in the first operative position

83. (Previously Added) The visual matrix display of claim 78, wherein the light source includes a light discharge end disposed forward of the layer of cube prism retroreflective elements disposed on the rigid element.